

Historic, Archive Document

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PAUL J. HOWARD'S
Spring Flowering

BULBS

*Special Importations for
Peacetime Gardens*

Holland Grown

Tulips

California Flowerland
Mixture

100 for \$12.00

50 for \$ 6.00
(Prepaid to 4th zone)

Holland Grown

Hyacinths

California Flowerland
Giant Mixed

100 for \$30.00

50 for \$15.00
(Prepaid to 4th zone)



FALL 1945

PAUL J. HOWARD'S
California Flowerland

11700 National Boulevard
LOS ANGELES, 34
California



IRIS KAEMPFERI

Among the most gorgeous of all flowers, their rich colorings, silky petals and lovely form make them known as Rainbow Iris or Orchids of the Garden.

Every garden should display them, in masses, around pools, or in the border.

Easily grown, not only are their flowers most showy, often eight inches across, but after their long blooming season, from May to July, the foliage is very attractive.

We have a grand collection of large flowered Iris Kaempferi.

Note:

IRIS PLANTS

Are Ready in January

RAINBOW MIXTURE IRIS KAEMPFERI

Our field of these lovely plants is one of the showiest and most admired at California Flowerland. This mixture contains all shades, in both single and double varieties, a wonderful blend.

PRICE —

3 for \$1.25

Dozen \$4.00

100 for \$20.00

(Prepaid to 4th Zone)

Plant Iris kaempferi in full sun or partial shade, in soil into which you have spaded peat moss or leaf mold. Give them an abundance of water in their growing season, early spring until fall.



CALIFORNIA FLOWERLAND ANEMONES

California Flowerland

RANUNCULUS

Ranunculus are among the showiest and most satisfactory spring flowers for the Southland, making as fine a display in the garden and in floral arrangements as Tulips do in northern gardens. They have a long blooming season, from earliest spring to April or May.

Plant from October 1 on. Soak bulbs a few hours in water, or start in moist sand. Set bulbs with prongs down, in well prepared soil, 6 to 12 inches apart, and cover about one inch. Ranunculus require a sunny situation and good drainage.

We offer: **Red Shades; Golden Yellow; Pink Shades; Orange Shades; White.**

Jumbo Size: Dozen, \$1.50; 100 for \$10.00
Extra Large Size: Dozen, 75c; 100 for \$ 5.00

CALIFORNIA FLOWERLAND MIXTURE. All shades of red and crimson, orange, yellow, pink and rose, and white.

Jumbo Bulbs: Dozen, \$1.50; 100 for \$10.00
Extra Large Bulbs: Dozen: 75c; 100 for \$ 5.00
Flowering Size: Dozen, 50c; 100 for \$ 3.50

CROCUS

For low borders, blooming in early spring. Plant closely in groups or borders, or on the lawn.

Lavender, Purple, Yellow, and White Striped.

Dozen, 75c; 100 for \$5.00

California Flowerland

ANEMONES

Brilliantly colored, resembling large poppies, Anemones are among the most popular spring flowers for cutting and garden display.

Soak bulbs a few hours before planting, or place in a flat of moist sand to sprout, before planting them. Set bulbs 6 to 12 inches apart pointed side down, in well prepared soil. Cover with one inch sifted soil. Full sun and good drainage are essential. Do not plant before end of September.

His Excellency. Vivid scarlet, white base and black center.

Blue Poppy. Large violet blue, black center.

The Bride. Gleaming white, faint greenish center.

California Flowerland Mixture of all shades.

Extra large bulbs—dozen \$1.00; 100 for \$8.00

ALSTROEMERIA—Peruvian Lily

Aurantiaca. Clusters of lily-like flowers, orange with purplish brown spots, on wiry stems. Long lasting when cut.

3 for 75c; Dozen, \$2.50

Chilensis. Cream, pink, salmon, orange and red shades.

3 for \$1.00; Dozen, \$3.50

Pulchella. Deep, red flowers, edged green, spotted brown.

3 for \$1.00; Dozen, \$3.50

Alstroemeria Roots ready for delivery in November.

AMARYLLIS

California Flowerland Hybrids

Huge blooms of spectacular beauty, 3 to 5 to a stem, appear in spring and early summer.

Plant Amaryllis in rich soil, with neck of bulb just above the surface (Bulbs planted deep will not bloom). Outdoors, they should have a sunny exposure. For pot culture, use a 7- or 8-inch pot, with light, friable soil mixture. Keep in a cool shady place until roots develop, then remove to sunny situation or to living room window.

Bulbs ready in November, may be planted until April first.

Crimson Shades.

Scarlet Shades.

White Ground with pink and crimson stripes.

Mixed, all above colors, also pink and rose shades.

Each, 75c; 3 for \$2.00; Dozen, \$7.50

CALLA

White Calla. For borders in shade, and for flower arrangements. Plant in rich, well drained soil.

Extra Large Bulbs—2 for 75c; dozen, \$3.75

Large Size—3 for 75c; dozen, \$2.50

Baby White Calla. Charming miniature form.

Potted Plants Only—each, 50c; dozen, \$5.00

Golden Calla. Beautiful golden yellow blooms, foliage marked with silver. Grow in pots or shady beds. Lift bulbs in late summer, replant in November.

Memmoth Bulbs—each, 75c; 3 for \$2.00; dozen, \$7.50

Extra Large—3 for \$1.00; dozen, \$3.50

Pink Calla. Beautiful rose pink, rare and scarce.

75c each; 3 for \$2.00; dozen, \$7.50

Black Calla. (Arum Pictum) Deep velvety maroon, ornamental foliage; not the evil smelling variety.

75c each; 3 for \$2.00; dozen, \$7.50

Flower Carpets for Bulb Beds

Enhance the beauty of your spring garden by covering beds of Tulips, Narcissus, etc., with a colorful carpet of low growing annuals. Sow the seed after bulbs are planted, and rake in.

Alyssum Violet Queen. Dwarf, fragrant. Pkt. 25c; oz. \$1.50
Alyssum Little Gem. White. Pkt. 10c; oz. 75c
Baby Blue Eyes. (Nemophila). Pkt. 15; oz. 90c
Virginia Stock. (Malcolmia maritima). Pkt. 15c; oz. 90c
Pansy Swiss Giants. Mixed Colors. Pkt. 50c
California Wild Flowers. For naturalizing. Sow just after first rains. Pkt. 25c; oz. \$1.00

BELLIS. English Daisy. Rose, red, and white, in mixture. Pkt. 25c

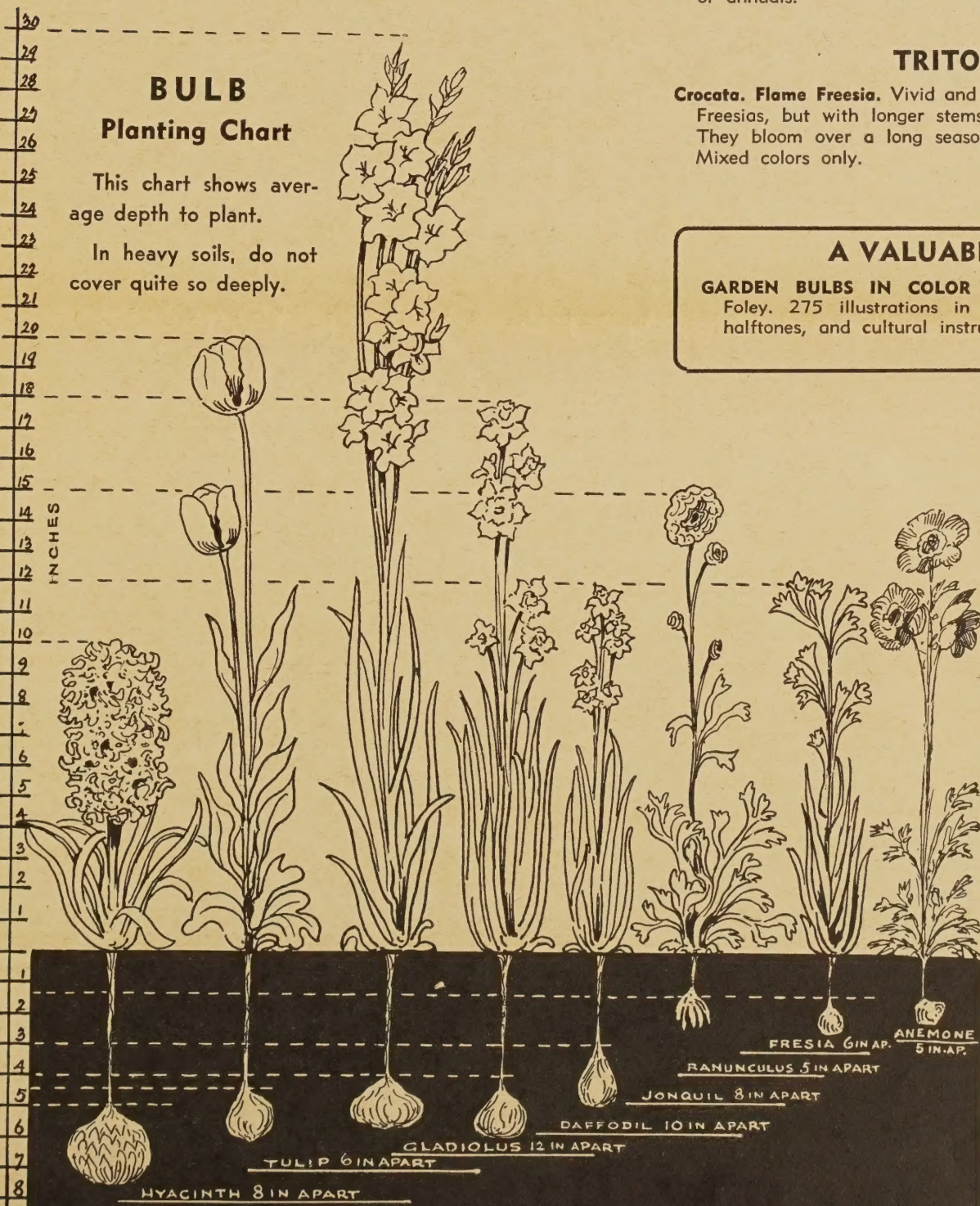
VIOLA CORNUTA. (Tufted Pansies). Light and Deep Blue, Apricot, Pure White, Golden Yellow, also Mixed Colors. Pkt. 25c; 5 pkts. for \$1.00

BULB

Planting Chart

This chart shows average depth to plant.

In heavy soils, do not cover quite so deeply.



SCILLA

S. Campanulata—Blue Queen. (Wood Hyacinths.) Small flower spikes of brilliant blue, in early spring. Gay little plants for low borders or rock garden. Dozen, \$1.50; 100 for \$10.00

SPARAXIS

California Flowerland Hybrids. Brilliantly colored flaring, star-shaped flowers on long wiry stems. Mixed colors, including orange, red, yellow, pink and lavender, with contrasting throat. Culture same as Freesias. Dozen, 75c; 100 for \$5.00

TRITELIA

Uniflora. Blue Star Flower. Charming low border plant, with bright blue, star-shaped flowers, blooming continuously for a long time. Makes a lovely border or may be planted with other bulbs or annuals. Dozen, 50c; 100 for \$3.00

TRITONIA

Crocata. Flame Freesia. Vivid and showy, similar to Sparaxis and Freesias, but with longer stems and a different color range. They bloom over a long season, and are lovely for cutting. Mixed colors only. Dozen, 75c; 100 for \$5.00

A VALUABLE BOOK

GARDEN BULBS IN COLOR by McFarland, Hatton & Foley. 275 illustrations in color, also 100 beautiful halftones, and cultural instructions, 296 pages.

Postpaid, \$2.49

PAUL J. HOWARD'S
California
Flowerland

11700 National Blvd.
 LOS ANGELES 34,
 CALIFORNIA

TELEPHONES:

ASHley 42951

ARizona 31171

Santa Monica 42755

California Flowerland

Fragrant Freesias

Favorites for the garden and for cutting, because of their delicate beauty, lovely fragrance, and ease of culture.

Plant them in the border or in beds, in full sun or partial shade, 5 or 6 inches apart, and cover about 2 inches. Keep soil moist but not too wet. Our Freesia bulbs are extra large and free-flowering.

PURITY. Beautiful large white flowers, delicately fragrant. Earliest to bloom, most popular for cutting.

Dozen, 75c; 100 for \$5.00

NEW GIANT FREESIAS. A magnificent strain, producing huge flowers of great substance, on stiff stems. **Pure White, Blue, Pink, Lavender, Bright Red, and Light Yellow.**

Dozen, \$1.00; 100 for \$7.50

SPECIAL FREESIA MIXTURE. All Shades, a carefully blended mixture of the new giant varieties.

Dozen, 90c; 100 for \$6.00

Stately Lilies

Lilium Centifolium Hybrids. Trumpet lily, creamy white to pale yellow and greenish white, outside of flower suffused with brown. Very fragrant; of strong growth.

Each 75c; 3 for \$2.00; dozen, \$7.50

Lilium Pardalinum Giganteum. Sunset Lily. Handsome orange lilies shading to scarlet, petals recurved and spotted maroon, produced in great clusters on 4 to 6 ft. stems. Showy and long lasting.

3 for \$1.00; dozen, \$3.50

Lilium Regale. Large fragrant white blooms with golden centers and shadings of chocolate red outside. One of the most beautiful and easily grown.

9 to 10 inch bulbs: Each, 75c; 3 for \$2.00; dozen, \$7.50

Lilium Tenuifolium. Clusters of scarlet flowers with recurved petals on slender stems about 2 feet high.

3 for \$1.00; dozen, \$3.50

Lilium Shuksan. One of the most beautiful and dependable; strong 5-ft. plants with red orange flowers attractively spotted.

3 for \$2.00; dozen, \$7.50

CREOLE EASTER LILY

Lilium Longifolium. California Flowerland Strain. This is the lovely white lily so much admired in our fields each summer. Bulbs produce massive stems with great clusters of fragrant, waxy white lilies. They are wonderful in the garden, in groups or masses.

3 for \$1.35; dozen, \$5.00

ORNITHOGALUM

O. Arabicum. Star of Bethlehem. Large clusters of starry, paper-like flowers with jet black centers, charming for cutting. Hardy, free flowering, at Easter time.

Extra large bulbs: dozen, \$1.35; 100 for \$8.00

O. Aureum Hybrids. Gold Star Hybrids. Flowers are bright yellow to orange-red, in clusters on long stems. Long lasting as cut-flowers.

Dozen, \$1.50; 100 for \$11.00

PANCRATIUM

Pancretium Maritimum. Large fragrant white flowers resembling daffodils. Dark green narrow foliage.

3 for 55c; dozen, \$2.00



NEW GIANT FREESIAS

LACHENALIA

Beautiful and showy as Christmas plants, with same treatment as Freesias. Will bloom in 3 months from planting time.

L. Aurea. Beautiful golden yellow pendulous flowers, about 24 to a stem.

L. Pendula Superba. Brilliant red tubular flowers, many to a stem.

3 for \$1.00; dozen, \$3.50

LEUCOCORYNE

Ixioides Odorata. Glory of the Sun. Striking star-shaped flowers of sky-blue, of delicious fragrance, are clustered on long stems. Flowers last 2 to 3 weeks when cut. Plant bulbs about 3 inches deep, spaced 4 to 6 inches apart.

Dozen, \$1.75; 100 for \$12.50

SPRING SNOWFLAKES

Leucojum Vernum. Slender spikes of small white bells, tipped green, that resemble Lily-of-The-Valley. For low edgings, massing in the border, they make a wonderfully effective permanent planting. Set bulbs 3 to 8 inches apart, 3 inches deep, in ordinary soil.

3 for 35c; dozen, \$1.50; 100 for \$10.00

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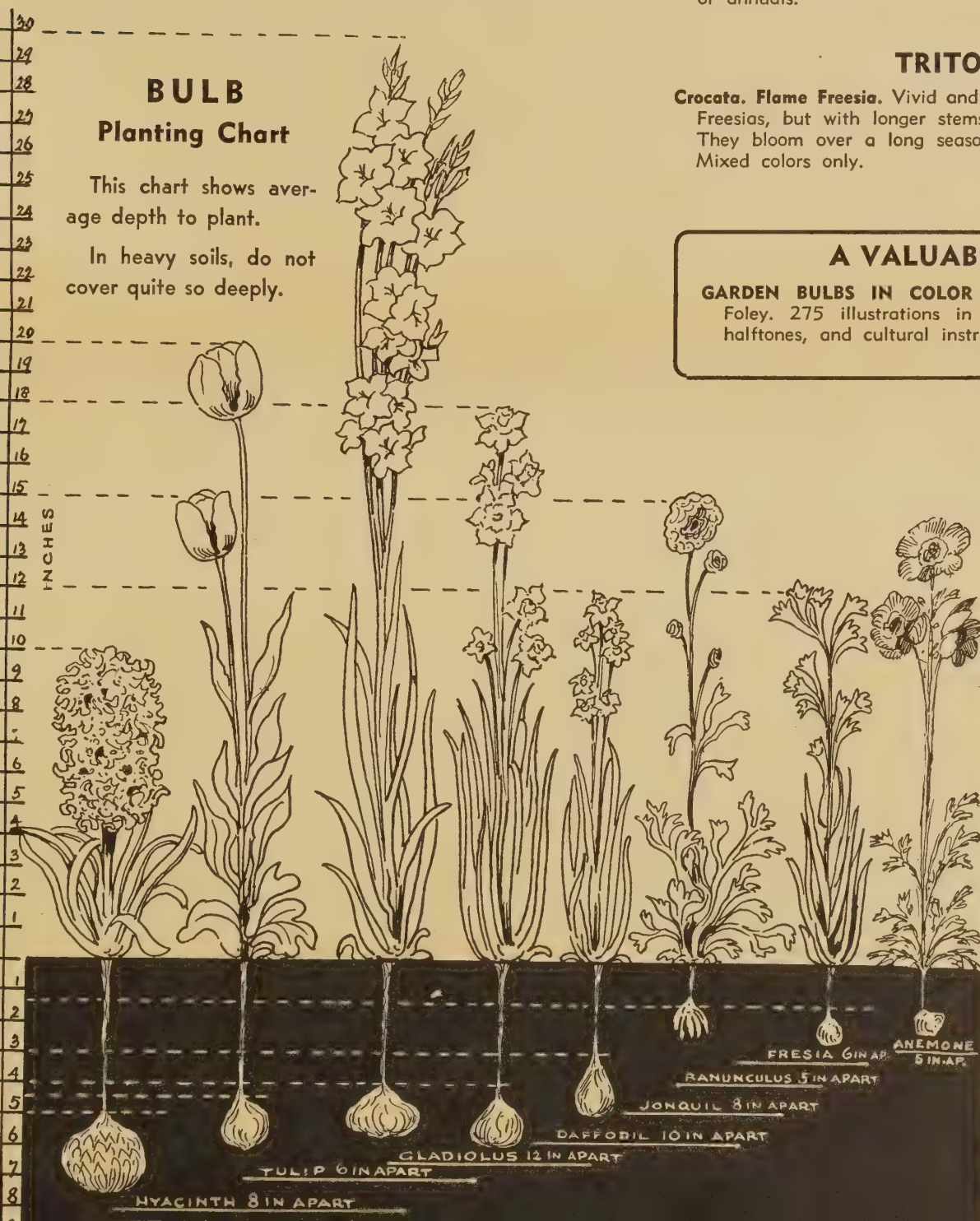
Postpaid, \$2.49

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11700 National Blvd.
 LOS ANGELES 34,
 CALIFORNIA

TELEPHONES:

ASHley 42951

ARizona 31171

Santa Monica 42755

ORDER SHEET

[illegible]

Customer not having established charge account should send remittance with order. We do not ship plants C.O.D.

All goods travel at purchaser's risk and at purchaser's expense, unless otherwise listed.

**Check
Addition
Carefully**

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

[illegible]

COMPUTE CALIFORNIA
STATE SALES TAX
AS FOLLOWS:

1c	to	14c	no	tox
14c	to	59c	—	1c
60c	to	99c	—	2c
\$1.00	to	\$1.39	—	3c
1.40	to	1.79	—	4c
1.80	to	2.19	—	5c
2.20	to	2.59	—	6c
2.60	to	2.99	—	7c
3.00	to	3.39	—	8c
3.40	to	3.79	—	9c
3.80	to	4.19	—	10c
4.20	to	4.59	—	11c
4.60	to	4.99	—	12c
5.00	to	5.39	—	13c
5.40	to	5.79	—	14c
5.80	to	6.19	—	15c
6.20	to	6.59	—	16c
6.60	to	6.99	—	17c
7.00	to	7.39	—	18c
7.40	to	7.79	—	19c
7.80	to	8.19	—	20c
8.20	to	8.59	—	21c
8.60	to	8.99	—	22c
9.00	to	9.39	—	23c
9.40	to	9.79	—	24c
9.80	to	10.10	—	25c

Add 1c tax for each 40c purchase.

MESSAGE

Additional Order Blanks furnished on request.

NON WARRANTY:

We give no warranty expressed or implied as to purity, description, quality, productiveness or any other matter of any Seeds, Bulbs or Plants we send out, and we will not be in any way responsible for the crop. If purchaser does not accept the goods on these terms, they are to be at once returned, and the money paid for same will be refunded.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND.

Paul J. Howard's California Flowerland



Holland Grown TULIPS

Again our gardens can be filled with these gorgeous spring flowers, for unless unforeseen shipping difficulties develop, we will have a generous shipment of bulbs from our Holland grower.

In the years before the War, Paul J. Howard made annual visits to the Holland bulb fields, studying the best varieties and crops. His lifetime familiarity with gardens in California enables us to offer those varieties that are best adapted to our climate. Also, we import bulbs of a much larger size than those usually offered in catalogs.

Through all the period of occupation of their country by the Nazis, our Holland grower has maintained a stock of the better varieties of Tulips and Hyacinths, but of course not as plentiful as in prewar days. So we are indeed fortunate to be able to expect such a wonderful shipment.

It will reward you in garden beauty to come or send to California Flowerland for all your bulbs.

Colorful Cottage and Darwin Tulips

ADVANCE. Stately, tall stemmed, vase-shaped blossom of dazzling beauty. Rich red with orange flush.

3 for 60c; dozen, \$2.00; 100 for \$15.00

AFTERGLOW. Orange rose with salmon edges.

3 for 60c; dozen, \$1.75; 100 for \$13.50

BLEU AIMABLE. Bluish heliotrope.

3 for 60c; dozen, \$1.75; 100 for \$13.50

CARRARA. Pure white with thick rounded petals.

3 for 60c; dozen, \$1.75; 100 for \$13.50

CLARA BUTT. Soft salmon rose. One of the most popular.

3 for 50c; dozen, \$1.65; 100 for \$12.00

GESNERIANA MAJOR. Luminous scarlet, blue-black center, with pointed petals. One of the finest.

3 for 60c; dozen, \$1.75; 100 for \$13.50

INGLESCOMBE YELLOW. Glossy canary yellow.

3 for 50c; dozen, \$1.65; 100 for \$12.00

PEKING. Pure golden yellow, large and tall.

3 for 60c; dozen, \$1.75; 100 for \$13.50

PRIDE OF HAARLEM. Popular rosy red.

3 for 50c; dozen, \$1.65; 100 for \$12.00

ROSABELLA. Luminous rose with lighter edge.

3 for 60c; dozen, \$1.75; 100 for \$13.50

VICTORY. Solid red, with black and white center.

3 for 50c; dozen, \$1.65; 100 for \$12.00

ZWANENBURG. The most popular white.

3 for 60c; dozen, \$1.75; 100 for \$13.50

ARISTOCRAT. Lovely soft rose, graceful elongated form.

3 for 65c; dozen, \$2.00; 100 for \$15.00

CHARLES NEEDHAM. Very large vermilion-scarlet globes on stems of jade. Most impressive of all reds.

3 for 75c; dozen, \$2.50; 100 for \$18.00

CHERBOURG. Golden bronze, faintly flushed lilac. Tall and imposing.

3 for 75c; dozen, \$2.50; 100 for \$18.00

CITY OF HAARLEM. Immense vermilion scarlet, with blue black base. One of the showiest of all.

3 for 60c; dozen, \$2.00; 100 for \$15.00

DILLENBURG. Orange red with bronze yellow edges.

3 for 60c; dozen, \$2.00; 100 for \$15.00

DOM PEDRO. Red brown, shaded mahogany, a rich and unusual color.

3 for 60c; dozen, \$2.00; 100 for \$15.00

DUKE OF WELLINGTON. A lovely large new white tulip, the purity of its color enhanced by yellow instead of black anthers.

3 for 85c; dozen, \$2.75; 100 for \$20.00

ECLIPSE. Brilliant deep crimson, tall stiff stems, extra large flower.

3 for 75c; dozen, \$2.50; 100 for \$18.00

INSURPASSABLE. Orchid lavender, white center, unusual in size.

3 for 60c; dozen, \$2.00; 100 for \$15.00

KATHLEEN PARLOW. Shell pink, silvery edged, with pure white base.

3 for 60c; dozen, \$2.00; 100 for \$15.00

MRS. JOHN T. SCHEEPERS. Stunning golden yellow, tall, large, long petalled flowers.

3 for 60c; dozen, \$2.00; 100 for \$15.00

PRIDE OF ZWANENBURG. A captivating tone of salmon rose; immense flowers.

3 for 60c; dozen, \$2.00; 100 for \$15.00

QUEEN OF THE NIGHT. Purplish black, the largest and finest of the fabulous "Black Tulips".

3 for 85c; dozen, \$2.75; 100 for \$20.00

THE BISHOP. Pure violet, large and fine, on long stems.

3 for 60c; dozen, \$2.00; 100 for \$15.00

KING MAUVE. Lovely purple mauve with broad white edge.

3 for 60c; dozen, \$2.00; 100 for \$15.00

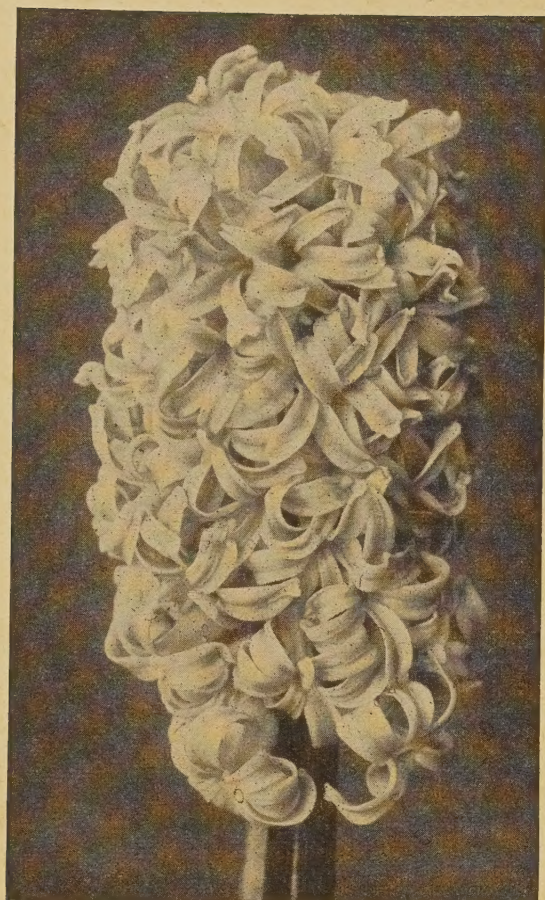
MARJORIE BOWEN. Soft rose with broad apricot edge, inside of flower gorgeous orange yellow.

3 for 75c; dozen, \$2.50; 100 for \$18.00

ROSA LINDA. Beautiful orange with the same fine size and habit of the lovely variety Rosabella.

3 for 75c; dozen, \$2.50; 100 for \$18.00

PAUL J. HOWARD'S HOLLAND GROWN HYACINTHS



Tall, fragrant spikes of hyacinth blooms are among the most cherished of spring flowers. Once more Holland grown bulbs will be available for beautifying beds, borders and for growing in pots or glasses.

The larger the bulbs, the heavier the flower spike, therefore we import only the choicest of top size bulbs.

GENERAL DE WET. Lovely soft rose.
GERTRUDE. Fine rosy pink.
GRAND MAITRE. Deep lavender blue.
KING OF THE BLUES. Dark Blue.
LA VICTOIRE. Glistening carmine red.
L'INNOCENCE. Finest pure white.
MAUVE QUEEN. Rich mauve.
ORANGE BOVEN. Reddish orange.
PANAMA. Deep rose pink.
QUEEN OF THE BLUES. Soft azure blue.

3 for \$1.10; dozen, \$4.00; 100 for \$30.00

MUSCARI—Grape Hyacinth

Heavenly Blue. Many spikes of deep cobalt blue flowers in spring. Lovely for naturalizing and for permanent borders.

M. Conicum. Violet blue flowers.

Dozen, 85c; 100 for \$6.00

BABY GLADIOLUS

Attractive for cut flowers and in the garden, with slender stems bearing numerous butterfly-like flowers. Plant 2 inches deep, in sandy loam, in sunny location.

Blushing Bride. White, with carmine flake in lower petals.

Peach Blossom. Soft rose pink.

Spitfire. Orange scarlet.

California Flowerland Mixture of all colors.

Baby Gladiolus—dozen, \$1.25; 100 for \$9.00

Mail Orders

All Bulbs are sent prepaid to any address up to and including the fourth postal zone. (This includes all of California, Arizona, Nevada, Western New Mexico, Southern Oregon, and Southwestern Utah.)

Less than six bulbs of any variety or color take the **each or three** rate.

50 Bulbs but not less than 25 of a variety or color may be ordered at **hundred** rate.

Please add 2½% sales tax to all orders to be sent anywhere in California.

California Flowerland

DUTCH IRIS

Lovely spring flowers, as easily grown as Daffodils.

Plant Dutch Iris bulbs in sun or partial shade, in separate beds or among other flowers, and in front of shrubbery. Set bulbs about 3 inches deep, and keep well watered after foliage appears. Plant as early as possible in fall.

Blue Horizon. Large, beautiful flower, broad light violet standards, falls sky blue with orange stripe. Medium late.

D. Haring. Huge white flowers. Tall, midseason.

Gerrit Van Hees. Broad, short purplish blue standards; falls large royal blue with yellow stripe.

Imperator. Rich deep blue; late.

Wedgewood. Largest and earliest; clear blue, fine cutflower.

White Excelsior. Pure white, of heavy texture; broad falls. Mid-season.

Yellow Queen. Golden yellow; wiry stems. Midseason.

California Flowerland

DUTCH IRIS IN MIXTURE

Our own mixture of Dutch Iris, of all shades, early to late flowering, for a grand display in your garden and masses of lovely spring blooms for cutting.

All Dutch Iris bulbs, extra large: dozen, \$1.25; 100 for \$8.50

